

NewsLink

IN THIS ISSUE:

- * NC travel promoted to international market at IPW
- * Ad sales strong for *2018 NC Travel Guide*
- * NC sites in the news

NC travel promoted to international market at IPW

A strong delegation from North Carolina had successful meetings during the US Travel Association's [IPW](#) this week in Washington, DC. Visit NC's Wit Tuttell, Heidi Walters, and Eleanor Talley - along with representatives from three of its international offices, Duncan McCubbin in the UK, Ralf Lieb in Germany and Charmaine Singh in Canada - teamed with Visit Raleigh's Scott Peacock, Outer Banks VB's Lorrie Love and Aaron Tuell, Asheville CVB's Dianna Pierce, and Biltmore's Leslie Brewer. They conducted an extensive schedule of meetings with tour operators to promote travel to North Carolina. The group had 70 one-on-one appointments with a variety of buyers, all designed to encourage international travel to North Carolina. In addition, Eleanor Talley and Aaron Tuell participated in the IPW Media Marketplace and met with more than 40 domestic and international journalists interested in writing about North Carolina for various consumer outlets.

IPW is the travel industry's premier international marketplace and much more than a typical trade show. More than 6,000 attendees from 73 countries, including more than 1,300 international and domestic travel buyers and nearly 500 media from the US and abroad, attended the event, which is the largest single generator of travel to the US. At IPW, buyers and sellers are able to conduct business that would otherwise be generated only through an exhaustive number of around-the-world trips. According to independent research firm Rockport Analytics, travel initiated by IPW is projected to bring \$4.7 billion in direct bookings to US destinations during the next three years.

To find out more about Visit North Carolina's international marketing programs, contact [Heidi Walters](#) at (919) 447-7762.



Visit Raleigh's Scott Peacock (second from rt) and Visit NC's Heidi Walters (rt) meet with two attendees



Ad sales strong for 2018 North Carolina Travel Guide

Ad sales are strong for the 2018 *Official North Carolina Travel Guide*. Sales representatives from Meredith are and have been meeting face-to-face with industry partners throughout the state to share advertising opportunities for the Travel Guide.

This year's travel guide offers additional promotions to position your brand:

- * Bonus 50,000 copies delivered to known travelers who subscribe to some of Meredith's popular publications such as *Midwest Living*, *Better Homes and Gardens*, and *Family Circle*
- * National promotion within several Meredith publications reaching almost 21 million subscribers
- * North Carolina tourism segments on key local Meredith TV stations
- * Enewsletters sent to nearly 1.2 million opt-in subscribers
- * Promotion on Meredith websites

The Travel Guide offers engaging editorial and captivating photography in an easy-to-read format. Features will include cross-promotion of additional content, including videos, that will also be available in a digital Travel Guide.

Space is limited. Advertising sales are available at an *early bird discounted rate until July 31*. View the 2018 NC Travel Guide Media Kit [here](#). For more information, contact Regional Sales Director [Stacey Rosseter](#) at (678) 571-7445.

Bryson City among '20 best mountain towns in America'

MEN'S JOURNAL

Last month, *Men's Journal* included Bryson City among its "[20 Best Mountain Towns in America](#)." Of Bryson City, the online article noted, "As the southern gateway to Great Smoky Mountains National Park, Bryson City sticks close to its roots with lots of killer hickory-smoked barbecue and bluegrass music. The five-traffic-light town, completely wrapped by dense forest, still has its old-fashioned ice cream fountain, called Soda Pops; its mountain-crafts shops selling corn-shuck dolls and sourwood honey; and a big, chugging locomotive that runs right through town twice a day. But in Bryson, you also find a kayak on every roof rack. Outside town is the Deep Creek section of the park - great for trail running, day hikes to a trio of waterfalls, and tubing. Nantahala Outdoor Center is the paddling-rafting nexus of the southeast (if not the country), with a paddling school and float trips on the Nantahala. The Great Smoky Mountains Railroad excursion may sound a bit touristy (it is), but the 4.5-hour round-trip is a more laid-back way to see the backcountry. Skip the hotels here, and a book a cabin, like Shooting Star Ridge, outfitted with fire pits, a hot tub, mountain views, and the blessing (or curse?) that is WiFi."

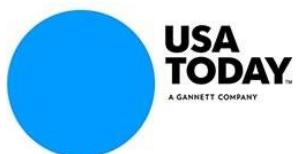
CountryLiving '15 of the clearest bodies of water in North America' includes Lake Lure

Country Living included Lake Lure among its "[15 of the Clearest Bodies of Water In North America](#)." For the photo gallery, the online article said for Lake Lure, "Talk about dreamy origins: The Rocky Broad River majestically spills down through Hickory Nut Gorge and gently rolls through the valley that feeds into this divine body of water. In addition to the Lake, there are three long bays, a seven-acre island, and a sprinkling of tiny bays and inlets with an enchanted backdrop of forest-studded hills and mountains. There's plenty to do on and around this man-made prize (rock-climbing and bird watching, for example), but consider the Lake Lure Flowering Bridge, horseback riding, and taking the kids to the Right Track Toy Museum, absolute musts. Relaxation (and a lazy river!) awaits at the Wyndham Resort at Fairfield Mountains."

Hatteras Island among 'Best beach picks'



AARP includes Hatteras Island among its "[Best Beach Picks](#)." The 8-picture photo gallery said of Hatteras Island, "The laid-back haunt of windsurfers and seaside walkers, this island is one of the more peaceful point along the Outer Banks (North Carolina's 130-mile-long barrier-island chain). Near the southernmost tip of the Cape Hatteras National Seashore. It's a sure bet if you like fishing, bird-watching, kayaking, biking or just chilling out and unplugging. For a fun day trip, take the free hour-long ferry ride from Hatteras Village to remove Ocracoke Island, where 16 miles of wild beaches await."



NC sites in the spotlight for 'Rural retreats,' seafood shacks & doughnuts

USA Today included Westglow Resort & Spa in Blowing Rock in its "[Rural retreats: Eight picturesque U.S. inns and resorts](#)." The article noted for Westglow, "Not only does this hotel occupy a 42-acre estate that's now listed on the National Register of Historic Places, but it was also originally built in 1917 as the home of local painter and writer Elliott Daingerfield - and is surrounded by the beautiful Blue Ridge Mountains. And that's not where the property's impressive features stop. Visitors can channel their inner peace during a yoga class or morning walk, break a sweat at a tennis session, splash around the indoor pool and hot tub, refuel at the popular fine-dining restaurant, or unwind at the holistic spa, which provides everything from Swedish massages to acupuncture. Or, simply stake out a spot on one of the rocking chairs on the front porch and take it all in. (Note: Bed-and-breakfast and all-inclusive packages are available as well.)"

In a photo gallery for its "[America's famous seafood shacks](#)," *USA Today* included Saltbox Seafood Joint in Durham. The online article had two photos and said of Saltbox, "In Durham, N.C., Saltbox Seafood Joint was created by owner and chef Ricky Moore, and inspired by classic American fish camps." And "Saltbox serves a signature dish of fried spiced croakers with herbed slaw, preserved lemon dressing

and crispy sliced Potatoes O'Brien. The menu varies daily depending on fresh catches."

In its photo gallery of "[15 fun doughnut flavors for National Doughnut Day](#)," USA Today included Stoke in Charlotte and Vortex Doughnuts in Asheville. Of Stoke, the photo caption noted, "Sous chef Carl Zimmerman creates The Doughnut: one pound of brioche dough, diplomat cream, Heath bar crumble and powdered sugar - to share, of course." Of Vortex, "Vortex Doughnuts offers a dozen unique flavors daily, like chocolate mint and blueberry lemon."

WASHINGTONIAN 'Take a drive to the Outer Banks'

In its June issue, *Washingtonian* magazine suggested "Take a Drive to the Outer Banks." The two-page article offered information on what to do in Duck and other North Carolina beach towns popular with Washingtonians.



An eco-friendly guide to vacation planning

As people travel, no matter how hard they try not to, will leave their carbon footprints all across the planet. Sustainable travel is more than a passing trend. TripAdvisor conducted a survey which revealed that nearly two-thirds of travelers consider making sustainable choices when they travel, such as making sure their hotel room lights are off when they leave and participating in the hotel's reuse program for linens and towels. Of course, recycling while on vacation is also a great way for travelers to help protect the environment. There are [many other ways in which travelers can lighten their impact on the planet](#). Across the world, there are great eco-friendly destinations, but what about here in North Carolina? The state is home to many green hotels, B&Bs, attractions, parks and other green destinations. Almost 200 have been recognized by the [NC GreenTravel Initiative](#), the state's sustainable destination recognition program. If you are looking for a way to go green during your travels, check out the [listings of green destinations](#) on the NC GreenTravel website. For more information about going green, contact NC GreenTravel Initiative Manager [Tom Rhodes](#) at (919) 707-8140.



On [North Carolina Weekend](#) for the week of June 8, join in on wishing "Old Baldy" lighthouse a happy birthday and



Top international markets for the Coastal Region of North Carolina are Canada, Germany, the UK, China and

learn more about Bald Head Island. Go paddling with Cape Fear River Adventures in Lillington. Remember why learning can be fun at Discovery Place Kids Rockingham in Rockingham. Tempt your taste buds at and gain an appreciate for The F.A.R.M. Café in Boone. And see what's new at the NC Zoo in Asheboro. (*Please note: listings are subject to change.*) *North Carolina Weekend* is underwritten by Visit North Carolina. In addition, UNC-TV has made recent editions of *North Carolina Weekend* [available online](#).

France. Slightly more Germans visit the Coastal Region than those from the UK, but the UK visitors spending is slightly higher than German spending. For more North Carolina visitor information, visit the [Visitor Profile Studies](#) or contact Tourism Research Director [Marlise Taylor](#) at (919) 447-7748.

Upcoming Industry Meetings & Events

- June 15** - NC Coast Host Annual Meeting, Kenansville
- July 20** - Visit NC's TRAC, Dobson
- July 23-24** - AENC Annual Meeting, Winston-Salem
- July 27-28** - MPI-CC Meeting, Winston-Salem
- Aug. 21-22** - NC Restaurant & Lodging Assn. Expo, Raleigh
- Aug. 21-23** - Connect [Marketplace](#), New Orleans, La.
- Aug. 22-25** - [Travel Media Showcase](#), Concord
- Aug. 25-29** - Student Youth and Travel Assn. [Conference](#), Albuquerque, NM
- Aug. 26-29** - US Travel Assn.'s [ESTO](#), Minneapolis, Minn.



NewsLink is a publication of the Economic Development Partnership of North Carolina
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